



# **Small Business/DVBE Communications**

- **Delivering a successful SB/DVBE Communication Program with measured successes**
- **Taking leadership role with key DGS and CSSI executives to “Standardize” all Sourcing Communications**
- **Initiating Target Specific Audience Communications**



# **SB/DVBE Communications Program Successes**

- **Heightened awareness of SB/DVBEs**
- **IT PC Goods and Enterprise Goods BC/PW**
- **Office Equipment BC/PW**
- **PC Goods Proposals**
- **“Ten Day” Window**
- **Executive Support**



# **SB/DVBE Communications Program Challenges**

- **Standardization across all Sourcing categories**
- **“Buyer” Education and Awareness**
- **External resistance**
- **OfficeMax/Medical Supplies**
- **Increasing “pool” of potential bidders**
- **Time and resources**



# Small Business/DVBE Communications

## Key Messages: Sourcing

- **Best Services**
- **Best Products**
- **Best Value**



# Small Business/DVBE Communications

## Key Messages: Small Business/DVBE

- **Access**
- **Opportunity**
- **Ownership**



# Small Business/DVBE Communications

## Accessing Opportunities and Taking Ownership

- **Half of all proposals for IT PC Goods proposals either met or exceeded their SB/DVBE goals**



# Small Business/DVBE Communications

## Accessing Opportunities and Taking Ownership – Phase II

- Increased Education
- Increased Participation
- Increased Success



# **Small Business/DVBE Communications**

## **Needs Assessment**

- Increased Education and Adoption**

**Internal – SB/DVBE Advocates**

**“Procurement Network”**

**Sourcing “Team”**





# **Small Business/DVBE Communications**

## **Needs Assessment**

- **Increased Education and Adoption**

**External – Current Certified SB/DVBEs**

**Key Government Partners  
and Stakeholders**

**Key SB/DVBE Orgs**

**Qualified CA SB/DVBEs**



# **Small Business/DVBE Communications**

## **Needs Assessment**

- **Increased Participation**

**Internal – BC/PW Event Interaction**

**Resource Events**

**Collateral Development and  
Distribution/Case Studies**

**Continued Executive  
Support**



# Small Business/DVBE Communications

## Needs Assessment

- **Increased Participation**

**External – Sourcing “Dog and Pony”**

**Electronic Communications**

**Program Updates and  
Developments**

**Case Specific Database**



# **Small Business/DVBE Communications**

## **Needs Assessment**

- Increased Success - Measurements**

**CSCR/Partnering Workshops**

**Proposal 'Mix'/Award**

**SB/DVBE Goal Attainment**